In the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method for delivering advertising to a consumer over a broadcast media/global communication network combination, comprising the steps of:

generating an advertisement broadcast comprised of a general program having non-advertising content and associated advertising content dispersed therethrough for broadcast over a broadcast media which is directed to a general class of consumers;

embedding in the broadcast unique information for inducing a consumer to view the broadcast for later access to a desired advertiser's location on the global network system over a personal computer-based system;

broadcasting to the potential class of consumers the advertisement broadcast with the embedded unique information therein such that the embedded unique information is presented to the consumer in the same manner as the advertisement broadcast;

wherein the unique information is dispersed throughout the advertisement broadcast at different times during the program such that the ~~user~~ consumer is induced by at least a first portion of the received unique information to access the desired advertiser's location after a predetermined time in the program and wherein the location of at least a second portion of the unique information in the program is associated with the advertising content of the program proximate in time thereto, ~~wherein the unique information that is provided at different times in the program comprises the at least a~~ such that the first portion induces by ~~for~~ informing the consumer that an access will be available at another desired time and ~~or~~ the at least a second portion that is delivered to the consumer at the another desired time during the program ~~for allowing~~ allows the ~~user~~ consumer to access the desired advertiser location through the personal computer-based system proximate in time to the occurrence of the advertisement broadcast; and

accessing the desired advertiser's location proximate the another desired time in the program.

2. (Previously Presented) The method of Claim 1, and further comprising the steps of:

activating a network or server at the advertiser's location to wait for a response in

the form of a network connection to the advertiser's location by a potential consumer; and

upon receiving a response from one of the potential consumers, providing additional information to that contained within the advertisement broadcast.

3.   (Canceled)

4.   (Previously Presented) The method of Claim 1, wherein the unique information includes information that is to be transferred to the advertiser's location in the step of accessing.

5.   (Previously Presented) The method of Claim 4, wherein the unique information that is to be transferred to the desired location is automatically transferred to the advertiser's location when access of the desired advertiser's location is made.

6.   (Canceled)

7.   (Previously Presented) The method of Claim 1, wherein additional information is provided by the advertiser to the consumer at the another time which additional information is transferred to the desired advertiser's location during the step of accessing.

8.   (Previously Presented) The method of Claim 1, wherein the second portion of the unique information comprises a tone being a substantially unique sound recognizable by the consumer.

9.   (Previously Presented) The method of Claim 8, wherein the tone has embedded therein information that can be decoded by the personal computer-based system and which encoded information is transferred to the desired advertiser's location upon access thereof over the global communication network system.

10.   (Previously Presented) The method of Claim 1, wherein the unique information comprises a video image being a substantially unique appearance recognizable by the consumer.

11.   (Previously Presented) The method of Claim 10, wherein the video image has embedded

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therein information that can be decoded by the personal computer-based system and which encoded information is transferred to the desired advertiser's location upon access thereof over the global communication network system.

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